

Message Text

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TAGS: BTRA BEXP SZ

SUBJECT: FOREIGN BUYERS GROUP CHICAGO MACHINE TOOL SHOW

REF: BERN A-066, T 3146, T 3243

1. SWISS GROUP RETURNED WITH GOOD OVERALL IMPRESSION OF ITS TRIP TO SUBJECT SHOW. HOWEVER, IN THE COURSE OF COLLECTING INFORMATION FOR FINAL REPORT, WE RECEIVED DEROGATORY INFORMATION FROM HANS WITTWER, EDITOR SPONSORING TRADE JOURNAL SWISS MARKET OF MACHINES. HIS REPORT REFLECTS MIXED FEELINGS REGARDING ORGANIZATION AND GUIDE PROVIDED BY TRAVEL AGENT. ALLEGEDLY SWISS GROUP ANNOUNCED IN REF MESSAGES WAS NOT CONTACTED BY DOC REPRESENTATIVE NOR REGISTERED WITH FAIR AUTHORITIES. REPORTEDLY HIS GROUP WAS MISTAKEN FOR GERMAN GROUP AND LEFT UNATTENDED.

2. WE QUOTE FROM WITTWER'S REPORT: SOME MEMBERS OF OUR GROUP HAD EXPECTED TO RECEIVE THE CATALOG OF THE SHOW UPON THEIR ARRIVAL IN THE STATES IN ORDER TO PREPARE THEIR VISIT TO THE FAIR. THE GUIDE STATED THAT INFORMATION WAS WAITING FOR US AT THE HOTEL. THIS WAS NOT THE CASE, NOR DID WE RECEIVE BADGES. WE HAD TO REGISTER AT THE FAIR AND STAND IN LINE AS ANY UNANNOUNCED VISITOR. THE GUIDE WAS UNAVAILABLE AT THE FAIR. HE COULD NOT BE TRACED AT THE HOTEL. MR. X A PARTICIPANT WHO NEEDED AN INTERPRETER COULD NOT MAKE USE OF THE SERVICES OF THE

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GUIDE AND I HAD TO MAKE TRANSLATIONS END QUOTE.

3. IN SUBSEQUENT CONVERSATION, THE DIRECTOR OF SPONSORING
TRADE JOURNAL EXPRESSED HIS APPRECIATION FOR OUR SUPPORT
AND ATTRIBUTED ABOVE MISHAP TO LACK OF PROPER
COMMUNICATION AND PREPARATION BY TRAVEL AGENT.

4. BEFORE CONTACTING INDIVIDUAL PARTICIPANTS TO COLLECT
INFORMATION FOR OUR FINAL REPORT, WE WOULD APPRECIATE
BRIEF REPORT FROM COMMERCE STATING TYPE OF ASSISTANCE
PROVIDED TO OUR GROUP AND FOREIGN VISITORS IN CHICAGO.
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